

From: Roy, Nicole
Sent: Thursday, September 20, 2012 4:04 PM
To: 'Maura Gilroy'
Subject: FW: Need MN Candidate rates by 1:00PM today

Importance: High

Attachments: WCCO Pol Disclosure Statmt 2012.doc; WCCO-Minn - LUR-PRC-General window 7 30-8 1412 REV 9.17FALLGENWIND.xlsx; A35 PLUS - DAYPART SHARE OF VOICE.pptx; WCCOcom_MediaKit-2012 6-25.pptx; political digital rates updated6.25wcpp.xlsx

Hi Maura,

Sure thing! Here's my 4Q in-window candidate rates I sent earlier today to Dan. Please see attached and let me know if you need anything else. Thanks! -Nic for WCCO

Nicole Roy
Account Executive
CBS Television Stations
1555 Hamilton St.
Philadelphia, PA 19130
(215) 977-5775
(215) 977-5792 fax
nroy@cbs.com

From: Roy, Nicole
Sent: Thursday, September 20, 2012 1:00 PM
To: 'Dan Nagelberg'
Cc: Nicholas Anway
Subject: RE: Need MN Candidate rates by 1:00PM today
Importance: High

Hi Dan,

THANK YOU for your recent request, an updated 4Q WCCO General Election candidate card for Tim Walz is attached! I've also provided our WCCO political disclosure, WCCO.com internet rate information and our newly updated Share of Voice. I will keep you updated with changes, if we happen to revise our card.

Our CBS Minny station has shown exceptional year-to-year strength and growth in key areas-- News, Access & Prime in both A35+ and A55+, and will continue to deliver for your clients! With that being said, we respectfully request 40% share of the broadcast business. Please be sure to let me know how we are looking, competitively, we are willing to review and adjust areas accordingly, in order to reach our share goal.

If you have any other questions, please do not hesitate to contact me -- THANK YOU and as always, WE VALUE YOUR BUSINESS!

Have a great day! -Nic for WCCO

Nicole Roy
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From: Dan Nagelberg [mailto:Dan.Nagelberg@gmmb.com]
Sent: Thursday, September 20, 2012 12:27 PM
To: Roy, Nicole
Cc: Nicholas Anway
Subject: RE: Need MN Candidate rates by 1:00PM today

Hey Nicole,

Its Tim Walz.

Thanks

Dan Nagelberg Media Buyer
202.338.8700 | office
202.813.4814 | direct
+gmmb cause the effect

From: Roy, Nicole [mailto:nroy@cbs.com]
Sent: Thursday, September 20, 2012 12:21 PM
To: Nicholas Anway
Subject: RE: Need MN Candidate rates by 1:00PM today

Hi Nicholas,

THANK YOU for your request!
Are you able to disclose candidate? Thanks! -Nic for WCCO

Nicole Roy
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From: Nicholas Anway [<mailto:Nicholas.Anway@gmmmb.com>]
Sent: Thursday, September 20, 2012 12:19 PM
Cc: Dan Nagelberg
Subject: Need MN Candidate rates by 1:00PM today

Hello,

Please send all updated candidate rates for all MN markets (Rochester, Minneapolis, Mankato, Fargo, and Duluth) ASAP. Need these by 1:00 PM today.

Thanks so much for the help!

Nicholas Anway Media Assistant
202.338.8700 | office

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